

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method for monitoring and integrating media streams, comprising:

selecting a purchasing system interface for use with a media stream, wherein the purchasing system interface is selected in response to a recipient's selection when the recipient is presented with available purchasing system interfaces or in response to a preference previously recorded for the recipient that identifies the purchasing system;

packaging the media stream with a self loading and self executing media player and with configuration information for presenting the purchasing system interface with the media stream and monitoring usage of the media stream and purchasing system interface; and

streaming the media stream to a recipient, wherein the media player self-loads and self-executes on the recipient's computing device and configures itself for execution on the recipient's computing device using the configuration information, and wherein the media player self-loads when all the media player is received on the recipient computing device and while the media stream is still being received on the recipient computing device.

2. (Original) The method of claim 1 further comprising playing a portion of the media stream on a computing device of the recipient by using the media player, wherein media content included within the media stream is simultaneously presented on a display with the purchasing system interface and the purchasing system interface can be independently interacted with via the display.

3. (Original) The method of claim 2 further comprising receiving purchasing selections from the recipient accessing a number of options from the purchasing system interface while viewing portions of the media content and using the media player for tracking any purchase that occurs for the media content.

4. (Original) The method of claim 3 wherein receiving purchasing selections further includes notifying or recording the purchase for purposes of paying a commission or establishing a budget.
5. (Original) The method of claim 4 wherein playing further includes:
presenting the media content within a first frame of a browser page; and
presenting the purchasing system interface within a second frame of the browser page.
6. (Original) The method of claim 1 further comprises receiving usage statistics from the media player identifying playing and purchasing information associated with the recipient playing media content included within the media stream and interacting with the purchasing system interface.
7. (Original) The method of claim 1 wherein packaging further comprises including customized advertisement information with the media stream.
- 8.-20. (Canceled).